



IS YOUR HAT IN THE TELEVISION RING?

Television promises unprecedented profit and prestige to men of vision and energy. Television will be tomorrow's highroad to local and national leadership.

If you plan to toss your hat in the Television ring, arrange *now* to assure both early postwar delivery of your telecasting equipment and the proper training of your Television station's operating personnel. Both equipment and staff training are provided for in DuMont's Equipment Reservation Plan.

DuMont-engineered telecasting equipment has

rugged dependability and practical flexibility; will be designed for economical operation and is realistically priced. These facts have been spectacularly demonstrated by more than 4 years' continuous operation in 3 of the nation's 9 Television stations.

Furthermore, a pattern for profitable station design, management and programming has been set at DuMont's pioneer station, WABD New York... a pattern and backlog of Television "know-how" which is available to prospective station owners. Call, write or telegraph today.

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Precision Electronics and Television

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